



March 2, 1998

Mr. Bryan Stockdale
Vice President
RJ Reynolds Tobacco Co.
401 N. Main Street
Winston-Salem, NC 27103

Dear Bryan,

After many months and, at times, painstaking effort, we have finally completed the McLane Company sponsored Cigarette Retail Survey. We would like to thank you and your fine company for your help and participation in this endeavor. Without the efforts of your organization this project would have been much more difficult and of course, not as powerful.

Please take a moment to review the attached draft of the Cigarette Retail Survey and provide us with any further recommendations on how we might improve the report. This attached copy is a draft only and the colors, clarity, paper etc. will improve dramatically once the report is sent to the printer. We need your input as to the content and message we are trying to send to the retailer and that is; times are changing in the retailing of cigarettes, are you and your stores ready?

Our goal is to have publication completed by March 23, 1998. Distribution to the McLane divisions and customer presentations are due to begin on April 6, 1998. Due to this timeline we ask that you return your comments and/or recommendations to us no later than Tuesday March 10, 1998.

Again, thank you for your time and for the insight you have provided. We are excited by the potential this survey can have on our mutual business efforts.

Sincerely,

Terry S. Kalley
McLane Company, Inc.

Copy: Bob Fiori (Letter Only)